

ABSTRACT OF THE DISCLOSURE

5 A method for transmitting/receiving multimedia contents via a radiocommunication network includes a first step of a first server transmitting an identifier specific to a multimedia content over a dedicated point-to-point transmission channel to all terminals registered with the first server as interested in the content, a second step of the first server transmitting to a second server adapted to provide a broadcast content transmission service a request to broadcast a message including the content in its entirety and its identifier, and a third step of the second server broadcasting the message over a broadcast channel.

10